



19th Woodend Winter Arts Festival 2024

Sponsorship Prospectus

7-10 June 2024

King's Birthday Weekend

Woodend, Victoria



19th Woodend Winter Arts Festival

The brainchild of musician Jacqueline Ogeil, the Festival was founded in 2004 and first held in June 2005. It remains the longest standing winter arts festival in Australia. With a strong team, dedicated committee members and volunteers, WWAF presents around 40 events over four days of the June King's Birthday long weekend.

The Festival showcases renowned artists and speakers from Australia and overseas, provides educational incursions to local regional schools, creates a village festival atmosphere and generates a high level of economic activity in the region.

Festival concerts were broadcast by ABC for over 10 years nationally, as well as through Asia and the Asia Pacific region, extending the reach and attracting many international artists who continue to apply to perform at the festival.

An Award-winning Organisation

Significant awards have been won by the Festival and Artistic Director since WWAF's inception.

Organisational awards

- Winner of Excellence in Tourism Award – Macedon Ranges Business Excellence Awards 2018
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- Winner of The Not for Profit/Public Sector Award – Macedon Ranges Business Excellence Awards 2018
- Macedon Ranges Shire Council Australia Day Award – Community Event of the Year 2008
- Macedon Ranges Shire Council Business Excellence Award 2007
- Tourism Alliance Award 2006

Awarded to Dr Jacqueline Ogeil, Artistic Director & Founder

- 2019 Australia Day Arts Ambassador, Macedon Ranges Shire Council
- Winner in the 2015 Women of Influence, Financial Review/Westpac
- Margaret Lawrence Bequest for Women in Leadership (Arts) 2014

Committee:

John O'Donnell, President
Jacqueline Ogeil, Executive & Artistic Director
Tom Foote, Treasurer
Don Drummond, Words & Ideas Coordinator
David Rivers, Committee Member
Rohan Miller, Committee Member
Melanie Cook, Committee Member
Irene O'Duffy, Committee Member

Dedicated and trained volunteers help ensure that the festival runs smoothly every year.



7-10 June 2024
Woodend, Victoria



2023 Festival Snapshot - Return to full-scale festival

Woodend burst with people, sound and colour with the return of the first full-scale festival since Covid-affected times. The annual Fireworks event was taken to another level with the display choreographed to classical music, along with Japanese drumming and choral performances. Audiences could select from 11 concerts performed by top artists from Victoria and NSW.

A highlight was Handel's Coronation Anthems with baroque chamber orchestra and choir. On the Saturday night, the premiere High Street Festa saw a Choral Marathon culminating in more than 240 choristers singing in High Street, plus projections of artworks by local artist Mary Larnach-Jones and food trucks. The Words and Ideas program brought a selection of 14 of Australia's top writers, thinkers and researchers to Woodend in a series of rigorous discussions on topical issues.

600 students of Braemar College participated in school incursions. The support for the return of the festival was warm and enthusiastic, and 2023 attracted the highest number of new festival attendees since its inception.

Age profile for ticketed events

Ticketed events include our concerts and literary events. These events have a generally mature and affluent audience makeup.

Under 55	13%
55 - 64	23%
65 - 74	39%
75+	20%

Non-ticketed events

Around 5000 adults and children attended the Opening Night Fireworks, plus more watching from around the township.

Approx. 2,620 people attended the High Street Festa including Woodend & surrounds residents and Choral Marathon participants & supporters.

Two pop-up art exhibitions & drop-in workshops were held throughout the weekend.

Over 430 primary and 160 secondary school children participated in our school incursion program with a performance of Japanese drumming and a presentation by former Chief Scientist Alan Finkel.

Postcode summary for ticketed events

Macedon Ranges / Woodend	58%
Regional Victoria	12%
Melbourne	29%
Interstate	1%



Sponsorship aims

We seek business sponsors whose ideals and clientele match ours. We are proud of the connections we make with our sponsors, donors and government agencies. All share the same goal: to help us bring the arts to the Macedon Ranges, increase local tourism, boost the local economy and provide opportunities for community development through the arts.

If your business or organisation aligns with our goals and ideals, we invite you to consider sponsorship with us. Your contribution will be tangible and meaningful. Our aim of bringing affordable artistic experiences to the region while professionally engaging world-class talent means that support is always needed.

Audience Development

Increasing numbers of children and families are exposed to the Festival activities through our festival fireworks, school incursions, discounted concerts and our free children's event each year.

All artistic events are uniquely curated for the Festival and are run interval-free and one hour duration. By being affordable and time efficient, it attracts audiences to artistic events who may have otherwise missed out due to distance or cost. It also provides the opportunity for audiences and artists to mingle, shop, dine in local restaurants, sightsee and spend time in the community between events.



Visitor statistics

- 60% of audiences are aged over 65
- 96% of patrons used local cafes and restaurants - 14% of patrons spent over \$200 on food, drink & transport
- 26% of patrons spent nights away from home due to the festival. 53% of those patrons spent more than \$200 on accommodation
- More than 91% of tickets are sold before the Festival



PLATINUM



- Exclusive Event Naming Rights
- Speaking spots, promotion of products before and during the Festival
- Bespoke promotional package to best meet your needs (4 months)
- Active collaboration with Festival Committee and key business partners

GOLD



- Program Activity Category Naming Rights
- Participation spots, promotion of products before and during the Festival
- Promotion of your business' special offers, as relevant
- Comprehensive promotional package (4 months)
- Targeted meet and greets before and during the Festival

SILVER



- Joint Sponsorship of featured events
- Ability to promote your brand through information, displays or products
- Promotion of your business' special offers, as relevant
- Enhanced promotional package (3 months)
- Targeted introductions at sponsor networking events

BRONZE



- Promotion of special offers that might be relevant to your business
- Standard advertising package (2 months)
- Invitation to exclusive pre- and post-Festival events

In-kind donations involving the exchange or receipt of goods, equipment, services, resources or expertise are also welcome. Examples include:

- Festival wine partner – contributing wine for closing dinner, pre-festival fundraising events and artist gatherings
- Festival accommodation partner – providing accommodation for specific artists for the Festival
- Festival transport partner – providing transport for specific artists for the Festival



Program Activity Categories

School Incursion Program (Music + Words/Ideas)

- Regional community education focused
- Directly benefits regional arts education and child development outcomes
- Brand awareness for over 1,000 local students and faculty
- Primary and secondary

Music / Words & Ideas Ticketed Events

- Predominantly local community audiences
- 80% audience is aged over 60 years old
- Supports fair compensation of world-class talent

Village-Festival non-ticketed events (including fireworks and town lights)

- Building community focused
- Predominantly families and children
- Brand awareness for over 5,000, predominantly locals

Reach a wide audience

Our marketing plan covers print, online and radio. Highlights include:

- Radio interviews with key personnel and on air promotions through 3MBS
- Regular electronic direct marketing through our extensive database of over 2000
- 40% average open rate, 15% average click rate
- Midland Express features reaching 65,000+ homes
- wrap-around previewing the Festival in late May
- Tourism News advertising
- Melbourne, regional, local and community newspaper publicity for 2 months leading into Festival
- Flyer distribution to schools, community groups and libraries
- DMR Tourism / Visit Victoria digital marketing campaign to more than 200,000
- Inclusion in electronic direct marketing with other promoters including local council bodies (5,000+) & 3BMS
- Comprehensive and wide-reaching social media campaigns in Melbourne and Macedon Ranges
- Regular press releases to all major news agencies through AAP



Artist Promotion

Performers, artists and speakers are encouraged to promote the Festival using hashtags to increase the exposure of the Festival across new audiences #wwaf2024 #woodendwinterartsfestival #onehourfrommelbourne

For further information please contact:

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The Woodend Winter Arts Festival Public Fund is a tax-deductible fund listed on the Register of Cultural Organisations under Subdivision 30-B of the Income tax Assessment Act 1997.

